

SPORTS FIELD USER POLICY PUBLIC PRESENTATION

JUNE 26, 2014



OVERVIEW

- Policies are adopted to guide decisions and achieve rational outcomes
- Athletic field usage has surged in recent years
- Simple supply and demand illustrates the basis of frustration experienced by the user base and expressed to the MSU



OVERVIEW, CONT.

- Requested usage (allocated hours) has outpaced asset development
- Contributing to shortages of “field time” during the most-demanded hours on the most-demanded sports fields
- An estimated 4.5 million total player hours - has the ability to tax any parks system in the country



SITUATIONAL ASSESSMENT

- Where we are currently:
 - League Allocations recover less than 30% of Municipal Sports Unit operational costs
 - Current number of Tournament dates limits the ability of the Department to meet market demand



SITUATIONAL ASSESSMENT, CONT.

○ How did we get here:

- League Allocation charges/fees have not kept pace with cost of service
- User groups do not pay to light the sports fields (*to be implemented*)
- Increased demand and excess-allocation of “popular” days of week limits availability for tournament weekends



POLICY OBJECTIVE

- Promote the equitable distribution
- Promote optimal use of sports fields
- Delineate complexes by classification to ensure user groups can be accommodated regardless of budget constraints
- Streamline permitting (allocation, hourly and tournaments) to promote growth/diversity
- Define charges associated with exclusive use of sports fields and lighting



APPLICATION OF POLICY

- Balance asset sustainability (i.e. protection of fields from overuse) and operational sustainability (i.e. generating sufficient revenues to offset the associated costs of operations, including lighting) with increasing user demand



ALLOCATION POLICY

- ISSUE: Operational costs far exceed revenues generated
 - SOLUTION: Enable policy-based pricing initiatives that yield cost-recovery goals presented in Strategic Business Plan
 - Keep current hourly field use fee unchanged
 - Charge a premium for above-normal hourly usage
 - Implement a lighting fee to recoup electricity costs that benefit the exclusive use of sports fields
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